



## MWR THEME OPERATIONS

May 2005

### Welcome:

***If you missed this year's MWR Theme Managers' Conference, you missed an invaluable opportunity!*** Attendees left with tools they needed to immediately enhance their businesses. Both new and experienced Managers took away information, resources and contacts to use to improve all aspects of their operations.

Comments from the conference evaluation forms included: "First class conference", "I learned far more than I ever expected", "Great ideas from Birthday University...incredible." Attendees also appreciated the new ideas, information on trends, Vendor Product Showcase, and the chance to exchange ideas and brainstorm.

This edition of *E-News* features a special conference review. Also, be sure to visit [www.armythemes.com](http://www.armythemes.com) to see the wonderful photos taken during the conference.

We've already begun planning for next year's conference and are considering returning to the Shades of Green hotel during the week of 5-10 February 2006. So mark your calendars now, as this is one event you won't want to miss.

As always, keep e-mailing us your ideas, thoughts and comments so we can continue sharing your insights with our growing family of MWR Theme Operations professionals.

Roger Weger  
Chief, Food Services Division

### MWR Theme Operations, Unit Managers' Conference

The recent MWR Theme Operations, Unit Managers' Conference was the best one yet and if you missed it, you missed a lot. The conference focused on the immediate needs of Theme Managers, provided networking opportunities and a chance to express individual unit concerns.

The Shades of Green hotel hosted the conference and was at full capacity with service members and their families enjoying a much needed and well deserved break. It also provided us with a constant reminder of who we're here to serve, and why we do what we do.



## Tropical Beach Party

The conference had many lighter moments. The opening reception on Sunday, 3 April was a Tropical Beach Party held beside the Magnolia Pool. Special guests included Mickey and Minnie who graciously posed for photo opportunities. The Commander, USACFSC, BG Macdonald stopped by to meet the conference attendees and enjoy the party atmosphere.

## Updates and Training Tracks

Monday morning, the conference kicked off with BG Macdonald's keynote address. He stressed the importance of serving Soldiers, many of whom are located in hostile environments, and their families who are waiting at home. He provided an informative overview of MWR and CFSC focusing on all the valuable work MWR and CFSC provide to our service members and families. The overview gave attendees insight into where they fit in the big picture and how important each person is to the entire MWR mission.

Following the Commander's Update, Keith Elder, Director of Business Programs, CFSC gave an update on the successes, challenges and future projects of the Business Programs Directorate. Roger Weger followed with an update of the Theme Operations Program including information on the two newest concepts, Habanero "Fresh-Mex Grille" and Java Café. Attendees had the opportunity to view the new MWR Theme Operations video describing all the concepts. Additional copies are now available.

In the afternoon the attendees broke into four separate training tracks to include: ServSafe, FoodTrak, NAF Financial Management, and NAF Benefits/Retirement Planning. These in-depth concurrent sessions continued through Tuesday.

**ServSafe.** MWR Theme Operations is dedicated to providing food safety training for all of our unit managers and team members. In order to achieve this goal we've chosen the National Restaurant Association (NRA) Educational Foundation's ServSafe Program. At the end of this session, the NRA ServSafe Food Protection Manager Certification Examination was administered. Of the 22 individuals who took the rigorous exam, 19 successfully passed. Those passing the examination have been mailed their scores and certificates which are valid for five years from the date of the examination (4/5/05).

**Food-Trak.** Food-Trak, is the Army's food and beverage management software program used to help managers control costs by better inventory accounting. This class reviewed building data bases that store information on items, recipes, and vendors, running numerous reports, for example, inventory, usage, and purchasing. The class helped managers better understand what it's like to have a proactive food/beverage inventory control system working for them.

**NAF Financial Management.** This session covered not only an overview of NAF financial management, but demystified GLAC codes, sales, CoGs, depreciation, variance analysis, determining actual labor costs and much more. This class was invaluable for those who want to



BG John Macdonald with special guests Minnie and Mickey.



Barbara Cox, Penny Eddy, John Miller and Ms Lee enjoy the party.



Wally Maas and Janet Lambert with Minnie and Mickey.

understand where all the numbers come from, and how to better predict and use their NAF financial statement as a tool.

**NAF Benefits and Retirement Planning.** This presentation included a comprehensive discussion of NAF retirement plan, 401(k) savings plan, group insurance, health benefits and Long Term Care plan. The class also covered retirement planning, creating a financial plan, investment strategies, social security and Medicare and much more information to help attendees better plan for their retirement.

### **Birthday Parties Are Big Business**

Wednesday was devoted to Birthday University. Founder Frank Price gave managers a full day devoted to marketing and conducting unique and successful birthday parties. The birthday party market is large and competitive and our MWR Theme Operation Managers received ideas and resources to build their birthday party business. The attendees also had fun with Birthday University playing party games and celebrating at the end of the day with a large birthday cake commemorating MWR Theme Operations 11<sup>th</sup> Birthday.

### **Food, Promotions and Focus Groups**

Thursday was another information-packed day starting with a discussion of Food Trends presented by Executive Chef, Jason Henderson. Mr. Henderson discussed market growth among menu items, among fast food and fast casual chains and concluded with some food trend forecasts and expectations. Bruce Hilliard and Sam Rogers from Promotions Resource Alliance presented the upcoming VIP/1st Choice Frequent Diner program. This program was popular among Theme Operation Managers last year and will be updated with some new features this year. Mr. Rogers discussed the tie-in with the Alive Promo digital marketing capability. Coleen Amstein, Chief, Events Division, presented the results of focus groups conducted at seven installations in the past two months. These focus groups provided candid comments on promotions, food and service. Theme Managers also had the opportunity to discuss their promotional ideas for increasing business and foot traffic.

### **Vendors Participate**

The Vendor Product Showcase, conducted during the lunch break, featured 22 vendors who currently do business with the MWR Theme Operations Program. Theme Managers and Vendor representatives were able to spend time discussing issues, sampling products and learning each other's business. A special thank you to the vendors who participated in this year's vendor showcase: Alive Promo, McCain, Astra Foods, Campbell's, Celebrity, Cintas, Coca-Cola, ConAgra, Fontanini, French's, Hormel, King & Prince, Marathon/Sabrett's, Micros, Mission Foods, Otis Spunkmeyer, PepsiCo, Rich Products, Taste it Presents, Tomich Bros, Tyson Foods, and Unilever.



Carolyn Hammond and Ms Kwon complete their Birthday University projects.



Frank Price reviews ideas to conduct successful birthday parties.



Lucy Bozzone, PepsiCo and Eddie Campbell.



Keith Elder presents a letter of appreciation to Judy Cherel, Otis Spunkmeyer



## Sales, Service and Jeopardy

Thursday afternoon started off with Dante Stumpo, NAF Contracting discussing the benefits of using NAF EMALL. George Dickson followed with a session on "Now That's Quick Service That Sells." The presentation was based on T.J. Schier's book by the same name. Mr. Dickson discussed the importance of Hospitality - showing people you care, Accuracy - make it right the first time, the way the food was ordered and Quality - the food has to be fresh, and of good quality.

The day wrapped up with a rousing and action packed game of Jeopardy based on food safety principles. All Theme Managers had a chance to advance to the final round and win the title of Certified Champion ServSafe Jeopardy. In the Championship Round our winners were the team of Justin Randall, Baumholder, Strike Zone and Kerry Deckert, Picatinny Arsenal, Primo's Express. Our new champions absolutely amazed and astounded the crowd with their expertise in food safety.

## Roundtable Discussions

The final day started with two roundtable sessions. The first roundtable session was brand specific, which was an added new twist, enjoyed by all participants. The second roundtable session was Region specific where Theme Managers could discuss very specific issues with their Area Managers and each other. Topics included: financial results and major accounts, i.e., NIBD, CoGs, OOE%, brainstorming and get well initiatives, best practices and idea exchange, and *E-News* topics and ideas to increase advertising and exposure.

## Awards

Finally the "Best in Class" Awards were presented to the winners. Congratulations to: Fort Bragg Sports USA, Fort Hood Strike Zone, Fort McCoy Primo's Express, Fort Shafter Mulligan's, Fort Drum Lil Skeeters, Menwith Hill Station (U.S. Air Force) Strike Zone, and Kaiserslautern Kids' Zone. The "Best in Class" awards are given annually to the unit achieving and maintaining the highest standard of operations and guest service. Units are evaluated during the year based on results from operational site visits, guest feedback, financial results, and mystery shopper visits. "Best in Class" award winners and the Joint Services Best in Class Award winner receive a plaque, recognition pins for all team members to wear and a large banner to display at their unit. The Most Improved overall unit receives a plaque recognizing their achievement.



Keith Elder, Director, Business Programs, Penny Eddy, Fort McCoy, John Miller, Fort McCoy, Peter Craig, IMA NE (representing Fort Drum), Brad Puterbaugh, CFSC Area Manager (representing Kaiserslautern), Eddie Campbell, Menwith Hill Station, Barbara Cox, Fort Hood, Peter Loo, Fort Shafter, Rey Farinas, Fort Bragg and Ms. Lee, Fort Hood.

## Test your ServSafe Knowledge (See Page 6 for Answers)

1. Q. True or False: Active managerial control focuses on taking action to control three foodborne-illness risk factors identified by the CDC.
2. Q. True or False: Purchasing fish from local fishermen would be considered a risk under active managerial control.
3. Q. True or False: Cooking chicken to a minimum internal temperature of 165 F (74 C) for fifteen seconds would be an appropriate critical limit.

## Upcoming Unit Openings

Primo's Express will open at the Aquatic Park on Picatinny Arsenal, NJ on Wednesday, 1 June.

Redstone Arsenal, AL will celebrate the Grand Opening of their new Bowling Center and Strike Zone snack bar on Thursday, 2 June.

## Promotions Update

MWR Theme Operations promotions for the summer months offer guests two exciting menu specials. All quick and full serve restaurants will serve the Chicken Fajita Sandwich, an overstuffed pita bread wrapped around tender grilled chicken, grilled peppers and onions, snappy jalapenos, salsa, diced tomatoes, lettuce, cheddar cheese and topped off with sour cream. Although this sandwich uses commonly-stocked ingredients, its quite a different format from our restaurant's other core menu items. The over-sized pita bread's dense and chewy texture provides a handy, edible vessel for the abundant sandwich ingredients and it's deliciously fun to eat!

MWR Theme Operations who serve pizza will bring back a previous best-seller. The bold and spicy Buffalo Chicken Pizza keeps with classic pizza tradition starting from the crust up through the usual pizza sauce and cheese blend. Tradition stops at the cheese, however. This pizza is loaded with zesty Buffalo chicken chunks and is paired with cool, crunchy celery. For extra enjoyment, guests may want a side of Ranch dressing to dunk their crusts. This pizza is a natural fit as it makes new and delicious use of on-hand ingredients.

These two specials will run from May 1<sup>st</sup> through the end of August. Managers and marketing offices will find all the information and promotion materials they need in their MWR Theme Operations Promotion Plan binders.



## Getting Back to Basics: Better Hot Dogs

With summer almost here the top selling menu item expected at most Mulligan's snack bar locations will be the Hot Dog. Whether or not your MWR Theme Operation is a Mulligan's, the importance of serving up a great Hot Dog is paramount to their sales success. Here are a few tips on serving better Hot Dogs.

1. Start with a fresh, soft bun. Never store buns or bread products under refrigeration as it promotes staleness. If warming drawers are used, buns must be carefully wrapped in their plastic bags to avoid drying out. Discard buns not used at the end of that service period.
2. Hot Dogs should be served plump and hot. Post charts with proper heat settings for your Hot Dog roller. To ensure proper heating and holding of Hot Dogs on a roller grill, the roller should have the back of grill set for heating the Hot Dogs to 165 degrees within 2 hours and placed to a lower temperature at the front on the grill to hold them at 135 degrees for 2 hours. If holding Hot Dogs in a steam table a small amount of water should be placed in the bottom of the pan and a wire screen insert should be used to keep Hot Dogs elevated above the water.
3. Hot Dogs must be heated to 165 degrees for fifteen seconds. Flat-top grills may also be used by rolling the Dogs so they heat evenly. Microwave ovens may be used, but any Hot Dogs that rupture due to this heating method must be discarded.
4. For great tasting Hot Dogs with good flavor and texture use one of the following approved MWR Theme Operations sourced products: Hebrew National, Nathan's, or Sabrett's. The approved Hot Dog sizes are either four to one (4:1) or eight to one (8:1).
5. Chili and cheese toppings for Hot Dogs must be heated to 165 degrees and held at 135 degrees. Diced onions should be served fresh.
6. Serve in the proper container; a #300 boat with underlying deli paper.

Follow these simple steps and you'll be serving-up fresh, hot, and great tasting Hot Dogs. (POC: Jason Henderson 703-508-5868 e-mail: [jason.henderson@cfsc.army.mil](mailto:jason.henderson@cfsc.army.mil))

## ServSafe Knowledge Answers

1. False (1. Purchasing food from unsafe sources. 2. Failing to cook food adequately. 3. Holding food at improper temperatures. 4. Using contaminated equipment. 5. Poor personal hygiene.)
2. True
3. True

## Transitions

**Mr. Larry Little** assumed the position of Manager of Cole Park Commons and Reggie's on 29 March at Fort Campbell, KY. Larry moved from Mulligan's at US Army Garrison Michigan (Selfridge ANGB).

**Ms. Kate Dyermond** is the new Manager at Reggie's Fort Irwin. Kate was in attendance at the Managers' Conference and is transitioning from Shades of Green.



**Mr. Roger Disbrow** returns to CFSC Business Programs. After 3 years Roger resumes his duties as an Executive Chef for the Food Services Division, MWR Theme Operations Program. Roger rejoins the CFSC-BP team returning from the 26<sup>th</sup> Area Support Group in Heidelberg, Germany where he served as an Operations Manager responsible for MWR Food and Beverage Programs in the Kaiserslautern, Darmstadt, Mannheim and Heidelberg military communities. Roger received his certification as an Executive Chef from the American Culinary Federation and his Culinary Degree from Walt Disney University in Orlando, Florida.

### Closing Thought:

*"Many of life's failures are people who did not realize how close they were to success when they gave up"...Thomas Edison, Inventor*



MWR Theme Managers' Conference - 2005



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